



MEDIA STUDIES

Unit 1: Investigating the Media is an external examination worth 40% of the overall marks. This 90 minute examination is based on a pre-released topic with guidance and stimulus.

Unit 2: Understanding the Media is worth 60% of the total marks and consists of three assignments. Assignment one requires pupils to analyse and create their own magazine covers; assignment two asks pupils to analyse and produce both a film poster and storyboard. Assignment three requires students to consider an advertising campaign, create a radio advert, a television advert and a print advert found in a magazine.

This course is both analytical and practical and gives students opportunities to learn about real media and industries, to develop their ICT skills, analyse and evaluate and to work effectively in groups.